

WHAT IS CLAIMED IS:

1. A method for managing an imaginary store on a network, comprising:

a first step of displaying the imaginary
5 store in response to client's request,

a second step of setting a chat channel between a salesperson and the client in response to selection of a product object by the client in said imaginary store, and displaying character
10 data in a chat that they have, and

a third step of selecting an attribute object of a corresponding product on the basis of a key word in said chat and reflecting the attribute object on an image of said product object.

15 2. The method according to claim 1, wherein in said second step, when the client selects the salesperson in the imaginary store, the chat channel between the selected salesperson and the client is set, and when the client selects the
20 product, the chat channel between a salesperson in charge and the client is set.

3. The method according to claim 1, wherein said third step is a step of displaying plural attributes that can be selected from said product
25 attribute object and reflecting an attribute selected from said plural attributes on an image of said product object.

4. The method according to claim 2, wherein
said third step is a step of displaying plural
colors, plural shapes and plural display positions
as the plural attributes that can be selected from
5 said product attribute object and reflecting a
specific attribute selected from said plural
attributes on an image of said product object.

5. The method according to claim 1, which
further comprises a fourth step of recording a log
10 of the chat between said client and the salesperson
and then analyzing the recorded chat log to perform
marketing.

6. The method according to claim 5, wherein
said fourth step is a step of extracting a key word
15 from the recorded chat log and dispatching an
advertisement corresponding to the extracted key
word to a client.

7. The method according to claim 5, wherein
in said fourth step, the key word is searched from
20 the content of the client's chat and an
advertisement list wherein product data
corresponding to the key word and client data are
combined is prepared.

8. The method according to claim 1, which
25 further comprises a fifth step of supplying a chat
channel between clients using the imaginary store,
recording a log of chats, and then analyzing the

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recorded chat log to perform marketing.

9. The method according to claim 8, wherein
in said fifth step data resulting in purchase of
the product is cut out from the chat log between
5 the clients and is collected as data on expansion
of selling of the product.

10. The method according to claim 9, wherein
in the case that said data resulting in the purchase
of the product is cut out in the step 5, a reward
10 or a privilege is supplied to the client supplying
the cut-out data.

11. A method for using an imaginary store on
a network, comprising:

a first step of displaying the imaginary
15 store,

a second step of displaying character data
in a chat with a salesperson in a chat channel
supplied in response to selection of a product
object in said imaginary store, and

20 a third step of selecting an attribute object
of a corresponding product on the basis of
designation of a key word in said chat and
reflecting the attribute object on an image of said
product object.

25 12. The method according to claim 11, wherein
in said second step, when the salesperson in the
imaginary store is selected, a chat with the

selected salesperson is made, and when the product is selected, a chat with a salesperson in charge is made.

13. The method according to claim 11, wherein
5 said third step is a step of displaying plural attributes that can be selected from said product attribute object and reflecting an attribute selected from said plural attributes on an image of said product object.

10 14. The method according to claim 11, wherein said third step is a step of displaying plural colors, plural shapes and plural display positions as the plural attributes that can be selected from said product attribute object and reflecting a
15 specific attribute selected from said plural attributes on an image of said product object.

15. The method according to claim 11, which further comprises a fourth step of receiving an advertisement corresponding to a key word
20 extracted from a log of the chat recorded in said imaginary store.

16. The method according to claim 11, which further comprises a fifth step of using a chat channel supplied by the imaginary store to have
25 a chat with another client.

17. The method according to claim 16, wherein in said fifth step, received is a reward or a

privilege supplied in the case that data resulting in purchase of the product from the chat log between the clients recorded in the imaginary store is cut out.

5 18. A computer-readable recording medium, wherein a program for managing an imaginary store on a network, which is carried out in a computer constituting a server, is stored,

 wherein said managing program

10 a first step of displaying the imaginary store in response to client's request,

 a second step of setting a chat channel between a salesperson and the client in response to selection of a product object by the client in
15 said imaginary store, and displaying character data in a chat that they have, and

 a third step of selecting an attribute object of a corresponding product on the basis of a key word in said chat and reflecting the attribute
20 object on an image of said product object.

 19. The recording medium according to claim 18, which further comprises a fourth step of recording a log of the chat between said client and the salesperson and then analyzing the
25 recorded chat log to perform marketing.

 20. The recording medium according to claim 18, which further comprises a fifth step of

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supplying a chat channel between clients using the imaginary store, recording a log of chats, and then analyzing the recorded chat log to perform marketing.